

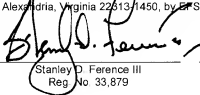
IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: : Kannan Srinivasan et al.  
Serial No.: : 09/804,735 Examiner: : Jean D. Janvier  
Filed: : March 13, 2001 Art Unit: : 3688  
For: : METHOD AND APPARATUS FOR DETERMINING THE  
EFFECTIVENESS OF INTERNET ADVERTISING

May 19, 2010

**COMMENTS ON ISSUE FEE PAYMENT**

I hereby certify that this correspondence and any documents referred to as enclosed herewith is being filed with the Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450, by EFS Web on May 19, 2010



Stanley D. Ference III  
Reg. No. 33,879

May 19, 2010  
Date of Signature

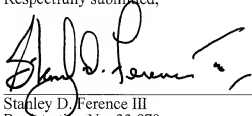
Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

Sir:

Part B - Fee(s) Transmittal of PTOL-85 incorrectly identifies Applicants as other than a small entity and also incorrectly indicates the amount of the issue fee due is \$1,510. Applicants are paying herewith by EFS-Web the correct issue fee amount of \$755.

The Director is hereby authorized to charge any deficiency or credit any overpayment of a required fee to our **Deposit Account No. 50-5017**.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Stanley D. Ference III", is written over a horizontal line.

Stanley D. Ference III  
Registration No. 33,879

**Customer No. 35195**  
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